

**CROSSROADS REDEVELOPMENT PROJECT AREA  
PROJECT AREA COMMITTEE  
(FINAL) MEETING MINUTES OF THURSDAY, JANUARY 27, 2005**

The members of the Crossroads Project Area Committee (PAC) held their meeting at College Avenue Baptist Church, 3<sup>rd</sup> Floor Meeting Room in Visitor Center Building, 4747 College Avenue, San Diego, California, from 6:37 p.m. to 8:00 p.m.

Members present at Roll Call: David Nelson, Jose Lopez, Carl Davis, Alison Grant-Carlos, Harry Kattoula, Jody Talbott, Michael Trunzo, and David Parson [08].

The following members arrived after Roll Call: Christine Van Spornsen (6:38) and Daniele Laman (6:39) [02].

Members not present: Kevin Carter (excused), Mason Youman, Abdi Mohamoud and Alexei Ochola [04].

Staff in attendance: Tracy Reed and Michele St Bernard.

**CALL TO ORDER:** Called to order at approximately 6:37 p.m. by Michael Trunzo.

**1. ROLL CALL:** A quorum was established when 8 of the 14 PAC members were present at 6:37 p.m. 1 PAC position was vacant at the time of roll call.

**2. APPROVAL OF AGENDA:** for January 27, 2005

**MOTION** – **Jose/David P:** Approve agenda; passes (7-0-1c).

**3. APPROVAL OF MINUTES:** for December 9, 2004.

**MOTION** – **Jose/Alison:** Approve minutes; passes (8-0-1c).

**4. COMMITTEE MEMBER COMMENT ON NON-AGENDA ITEMS:** (synopsis of discussions)

Danielle: I have questions regarding the Federal earmarked fund application.

**PUBLIC COMMENT ON NON-AGENDA ITEMS:** (synopsis of discussions)

Juan Baligad: Introduced "The Boulevard BOO Parade" and sponsorship opportunities. The parade is being presented by the College Neighborhood Foundation and College Area Business District. Passed out information.

**5. OLD BUSINESS:** (synopsis of discussions)

▪ **Update:** Project Area – Tracy Reed, Redevelopment Agency.

Annual summary of PAC member attendance distributed.

Brief mention of the request for Federal "Earmarked" funds – The agency prepared an application request for 8 - \$250,000 requests for Crossroads. The application time was very short. We may not know anything until October. Brief discussion from the PAC and public.

Kmart/Sears: Sears had requested RED revenues for the rehab of the Kmart structure; we currently are not offering them redevelopment revenues.

Chollas Business Park: We have received word that we have been awarded the HUD BEDI grant. However we may not find out about the HUD 108 loan until May/June.

Tours: The latest developers to inquire about and tour the project area are Centex Homes and KB Homes.

CUP: Harry service station CUP went to hearing officer yesterday.  
Application received for a gas station at 54<sup>th</sup> and ECB, no car wash but includes a mini-mart.

North Chollas Park: The park and recreation department may resubmit for a State Park Grant because of the park being in a redevelopment area.

- **Action:** Appointment – South Business Representative.  
Tracy: The Agency has received a qualifying application for this open position. The application is from Eric Weichelt a property owner along University Avenue. He is not able to attend today's meeting because of an out of town commitment but he did provide me with a letter which I have distributed. It is up to the PAC what they desire. You could make the appointment or postpone the decision until the next regular meeting?

**MOTION – David P/Christine:** Move vote to March meeting; passes (9-0-1c).

- **Information/Action:** Vision for El Cerritos.  
Laura: (summary of statements) After working for about 18 months on a wish list for the community, we had initially asked for redevelopment revenues to help fund a RAP for El Cerritos. After presenting the request to the PAC, the general consensus seemed to be that El Cerritos was part of a community that needed a larger Master Plan. Council member Madaffer request revenue to fund a RAP or Master Plan from the City's Planning Department. Gail Goldberg, Director of the Planning Department, responded by saying that the issues requested by the El Cerritos community are already addressed in the Community Plan. She recommended that El Cerritos get together with the College Area BID and City Staff to discuss. The **El Cerritos Community Association (official name?)** would like a combination of a RAP and a meeting with the BID. We want to be part of the process for a master plan and want improvements from storefront programs.

Tracy: Once this El Cerritos vision document is completed, I could include it in the information package I'm providing to developers when we tour the area.

Mike: What about forming a design guidelines working group? Who wants to be on the group? We could use the College BID office for the meetings and schedule the first meeting in February.

*PAC: David P, Christine, Jody, Jose. Public: Newell, Josh, Laura, Christina (College BID).*

## 6. NEW BUSINESS: (synopsis of discussions)

- **Information:** Crossroads Housing Enhancement Loan Program (HELP).  
Lyle Knudson: (SD Housing Commission). We (Crossroads) have enough funding to provide 26 \$15,000 loans. The loans are for exterior improvements and intent is for visual impact. The income levels that qualify are higher because of Redevelopment, up to 100% AML. Features: 12-year, no monthly payments, residing on property, defaulting regarding equity loans and forgiveness thresholds. Distributed information and flyer.  
Committee: Miscellaneous questions and comments.

- **Information:** Crossroads Park – Working Group Report.  
David P: We will meet on February 10<sup>th</sup> to: look at potential funding sources, develop goals and make a recommendation to the PAC. A notice/agenda and the minutes are available on the back table. I want to get this done quickly and not have an ongoing meeting schedule.
- **Information:** University Avenue Revitalization (Jump Start).  
Jody: Introduced Michael Van Keith. The Rolando Community Council approached him regarding the possibility of establishing a BID and/or a MAD for University Avenue because of his past work in the area and that he is a resident of the area.  
Michael Van Keith: Discussed his qualifications, lives in Rolando, his business conducted outreach work with the adoption of Crossroads and he has been a business counselor. Put together a qualified team and they are prepared to work on this project. His proposal's executive summary was distributed.  
Tracy: This type of funding request should be made to the City's BID council, to Economic Development and potential CDBG funds.  
Committee: Misc. comments and questions

**MOTION** – **David P/Jose:** Adjourn; passes (9-0-1c) @ 8:00 p.m.

This information will be made available in alternative formats upon request.

Prepared: 05/06/05 tr  
Revised:

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Draft (Final) Approved: 03/24/05  
Motion was by: David P/David N

Revisions are in: *Double Underlined and Italic*  
PAC vote was: 7-0-1/1c (Kevin C)